

## CONTRACT



WITI  
9001 North Green Bay Road  
Milwaukee, WI 53209-1297  
(414)355-6666

<b>Contract / Revision</b> 584962 /		<b>Alt Order #</b> 09848493
<b>Product</b> Crossroads GPS		
<b>Contract Dates</b> 10/23/12 - 10/29/12		<b>Estimate #</b> 1253
<b>Advertiser</b> Crossroads GPS		<b>Original Date / Revision</b> 10/19/12 / 10/19/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WITI	<b>Account Executive</b> Trevor Heaton	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
		<b>Total Ratings</b> 173.90
<b>IDB#</b> 8433	<b>Advertiser Code</b> 12	<b>Product Code</b> 11
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

Crossroads Media, LLC.  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 4	6	10/25/12	10/25/12	M-F 11a-1130a FOX 6	11a-1130a		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,000.00	2.50			
N 5	6	10/26/12	10/26/12	M-F 11a-1130a FOX 6	11a-1130a		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,000.00	2.50			
N 6	6	10/29/12	10/29/12	M-F 11a-1130a FOX 6	11a-1130a		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,000.00	2.50			
N 7	6	10/23/12	10/23/12	M-F 1130a-12p FOX 6	1130a-12p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,000.00	2.70			
N 8	6	10/24/12	10/24/12	M-F 1130a-12p FOX 6	1130a-12p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,000.00	2.70			
N 9	6	10/25/12	10/25/12	M-F 1130a-12p FOX 6	1130a-12p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,000.00	2.70			
N 10	6	10/26/12	10/26/12	M-F 1130a-12p FOX 6	1130a-12p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,000.00	2.70			
N 11	6	10/29/12	10/29/12	M-F 1130a-12p FOX 6	1130a-12p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,000.00	2.70			
N 12	6	10/23/12	10/23/12	M-F 4p-430p	4p-430p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,000.00	2.30			
N 13	6	10/24/12	10/24/12	M-F 4p-430p	4p-430p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,000.00	2.30			
N 14	6	10/25/12	10/25/12	M-F 4p-430p	4p-430p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,000.00	2.30			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

<u>Contract / Revision</u>	<u>Alt Order #</u>
584962 /	09848493

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	Crossroads GPS	1253

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount																												
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N 15	6	10/26/12	10/26/12	M-F 4p-430p	4p-430p		1:00				NM	1	\$1,000.00																												
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N 16	6	10/29/12	10/29/12	M-F 4p-430p	4p-430p		1:00				NM	1	\$1,000.00																												
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Week: 10/29/12	11/04/12	M-----	1	\$1,000.00	2.30																																				
N 17	6	10/23/12	10/23/12	M-F 430p-5p	430p-5p		1:00				NM	1	\$1,200.00																												
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>-T-----</td><td>1</td><td>\$1,200.00</td><td>2.60</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	-T-----	1	\$1,200.00	2.60								
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N 18	6	10/24/12	10/24/12	M-F 430p-5p	430p-5p		1:00				NM	1	\$1,200.00																												
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Week: 10/22/12	10/28/12	--W----	1	\$1,200.00	2.60																																				
N 19	6	10/25/12	10/25/12	M-F 430p-5p	430p-5p		1:00				NM	1	\$1,200.00																												
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Week: 10/22/12	10/28/12	---T---	1	\$1,200.00	2.60																																				
N 20	6	10/26/12	10/26/12	M-F 430p-5p	430p-5p		1:00				NM	1	\$1,200.00																												
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Week: 10/22/12	10/28/12	----F--	1	\$1,200.00	2.60																																				
N 21	6	10/29/12	10/29/12	M-F 430p-5p	430p-5p		1:00				NM	1	\$1,200.00																												
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Week: 10/29/12	11/04/12	M-----	1	\$1,200.00	2.60																																				
N 22	6	10/23/12	10/23/12	M-F 1035p-1105p	1035p-1105p		1:00				NM	1	\$1,400.00																												
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>-T-----</td><td>1</td><td>\$1,400.00</td><td>3.60</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	-T-----	1	\$1,400.00	3.60								
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Week: 10/22/12	10/28/12	-T-----	1	\$1,400.00	3.60																																				
N 23	6	10/24/12	10/24/12	M-F 1035p-1105p	1035p-1105p		1:00				NM	1	\$1,400.00																												
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Week: 10/22/12	10/28/12	--W----	1	\$1,400.00	3.60																																				
N 24	6	10/25/12	10/25/12	M-F 1035p-1105p	1035p-1105p		1:00				NM	1	\$1,400.00																												
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>---T---</td><td>1</td><td>\$1,400.00</td><td>3.60</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	---T---	1	\$1,400.00	3.60								
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Week: 10/22/12	10/28/12	---T---	1	\$1,400.00	3.60																																				
N 25	6	10/26/12	10/26/12	M-F 1035p-1105p	1035p-1105p		1:00				NM	1	\$1,400.00																												
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>----F--</td><td>1</td><td>\$1,400.00</td><td>3.60</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	----F--	1	\$1,400.00	3.60								
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Week: 10/22/12	10/28/12	----F--	1	\$1,400.00	3.60																																				
N 26	6	10/29/12	10/29/12	M-F 1035p-1105p	1035p-1105p		1:00				NM	1	\$1,400.00																												
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N 27	6	10/23/12	10/23/12	M-F 1135p-1205a	1135p-1205a		1:00				NM	1	\$600.00																												
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	--W----	1	\$600.00	1.50																																				
N 29	6	10/25/12	10/25/12	M-F 1135p-1205a	1135p-1205a		1:00				NM	1	\$600.00																												
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>---T---</td><td>1</td><td>\$600.00</td><td>1.50</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	---T---	1	\$600.00	1.50								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	---T---	1	\$600.00	1.50																																				
N 30	6	10/26/12	10/26/12	M-F 1135p-1205a	1135p-1205a		1:00				NM	1	\$600.00																												
<table border="0"> <tr> <td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="8"></td></tr> <tr> <td>Week: 10/22/12</td><td>10/28/12</td><td>----F--</td><td>1</td><td>\$600.00</td><td>1.50</td><td colspan="8"></td></tr> </table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									Week: 10/22/12	10/28/12	----F--	1	\$600.00	1.50								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																				
Week: 10/22/12	10/28/12	----F--	1	\$600.00	1.50																																				
N 31	6	10/29/12	10/29/12	M-F 1135p-1205a	1135p-1205a		1:00				NM	1	\$600.00																												

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Milwaukee, WI 53209-1297  
(414)355-6666

Contract / Revision	Alt Order #
584962 /	09848493

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	Crossroads GPS	1253

Advertiser	Original Date / Revision
Crossroads GPS	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$600.00	1.50			
N 32	6	10/23/12	10/23/12	M-F 1105p-1135p	1105p-1135p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,000.00	2.20			
N 33	6	10/24/12	10/24/12	M-F 1105p-1135p	1105p-1135p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,000.00	2.20			
N 34	6	10/25/12	10/25/12	M-F 1105p-1135p	1105p-1135p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,000.00	2.20			
N 35	6	10/26/12	10/26/12	M-F 1105p-1135p	1105p-1135p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,000.00	2.20			
N 36	6	10/29/12	10/29/12	M-F 1105p-1135p	1105p-1135p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,000.00	2.20			
N 37	6	10/23/12	10/23/12	M-F 9a-10a	9a-10a		1:00				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$1,400.00	2.50			
N 38	6	10/24/12	10/24/12	M-F 9a-10a	9a-10a		1:00				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,400.00	2.50			
N 39	6	10/25/12	10/25/12	M-F 9a-10a	9a-10a		1:00				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,400.00	2.50			
N 40	6	10/26/12	10/26/12	M-F 9a-10a	9a-10a		1:00				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,400.00	2.50			
N 41	6	10/29/12	10/29/12	M-F 9a-10a	9a-10a		1:00				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,400.00	2.50			
N 42	6	10/23/12	10/23/12	M-F 930-10p	930p-10p		1:00				NM	1	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$4,600.00	6.00			
N 43	6	10/24/12	10/24/12	M-F 930-10p	930p-10p		1:00				NM	1	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$4,600.00	6.00			
N 44	6	10/25/12	10/25/12	M-F 930-10p	930p-10p		1:00				NM	1	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$4,600.00	6.00			
N 45	6	10/26/12	10/26/12	M-F 930-10p	930p-10p		1:00				NM	1	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$4,600.00	6.00			
N 46	6	10/29/12	10/29/12	M-F 930-10p	930p-10p		1:00				NM	1	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$4,600.00	6.00			
N 47	6	10/23/12	10/23/12	M-F 10p-1035p	10p-1035p		1:00				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$4,200.00	5.10			

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Milwaukee, WI 53209-1297  
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<u>Contract / Revision</u>	<u>Alt Order #</u>
584962 /	09848493

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	Crossroads GPS	1253

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 48	6	10/24/12	10/24/12	M-F 10p-1035p	10p-1035p		1:00				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$4,200.00	5.10			
N 49	6	10/25/12	10/25/12	M-F 10p-1035p	10p-1035p		1:00				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$4,200.00	5.10			
N 50	6	10/26/12	10/26/12	M-F 10p-1035p	10p-1035p		1:00				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$4,200.00	5.10			
N 51	6	10/29/12	10/29/12	M-F 10p-1035p	10p-1035p		1:00				NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$4,200.00	5.10			
N 52	6	10/23/12	10/23/12	M-F 530p-6p	530p-6p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$3,200.00	2.70			
N 53	6	10/24/12	10/24/12	M-F 530p-6p	530p-6p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$3,200.00	2.70			
N 54	6	10/25/12	10/25/12	M-F 530p-6p	530p-6p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$3,200.00	2.70			
N 55	6	10/26/12	10/26/12	M-F 530p-6p	530p-6p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$3,200.00	2.70			
N 56	6	10/29/12	10/29/12	M-F 530p-6p	530p-6p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$3,200.00	2.70			
N 57	6	10/23/12	10/23/12	M-F 5p-530p	5p-530p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$3,200.00	2.60			
N 58	6	10/24/12	10/24/12	M-F 5p-530p	5p-530p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$3,200.00	2.60			
N 59	6	10/25/12	10/25/12	M-F 5p-530p	5p-530p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$3,200.00	2.60			
N 60	6	10/26/12	10/26/12	M-F 5p-530p	5p-530p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$3,200.00	2.60			
<b>Totals</b>										173.90		57	\$113,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	46	\$93,200.00	\$79,220.00
10/29/12 - 10/29/12	11	\$20,600.00	\$17,510.00
<b>Totals</b>	<b>57</b>	<b>\$113,800.00</b>	<b>\$96,730.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐

Yes

☒

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005  
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/19/12 - Stu Ming  
Date Signature

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



**CROSSROADS MEDIA, LLC**  
MEDIA ACCOUNT  
66 CANAL CENTER PLAZA  
SUITE 500  
ALEXANDRIA, VA 22314



68-525/560

VIRGINIA COMMERCE BANK  
ALEXANDRIA,  
VA

33598

10/19/2012

PAY TO THE ORDER OF WITI-TV \$ **\*\*96,730.00**

Ninety-Six Thousand Seven Hundred Thirty and 00/100 \*\*\*\*\* DOLLARS

WITI-TV  
9001 North Green Bay Road  
Milwaukee, WI 53209

*[Signature]*  
*[Signature]*  
TWO SIGNATURES REQUIRED OVER \$10,000.00

MEMO

CrossGPS Pres WI 10/23-10/29/12

⑈033598⑈ ⑆056005253⑆ ⑈2006 3288⑈

CROSSROADS MEDIA, LLC  
MEDIA ACCOUNT  
WITI-TV

33598

10/19/2012

CrossGPS Pres WI 10/23-10/29/12

96,730.00

*order 584962*

Media Account      CrossGPS Pres WI 10/23-10/29/12      96,730.00